



CST MARKET INTELLIGENCE™

Pricing Strategy for 502 MacArthur Ave NE

The Casey Samson Team · Vienna, Virginia · Thursday, September 17, 2026

FULL ROADMAP

Goal: use Customary Value, Market Conditions and Buyer Thresholds to establish Pricing Strategy.



Authenticated Values Based on Appraisal-Quality Comparables

CUSTOMARY VALUE

\$2,244,313

PREMIUM VALUE

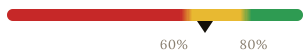
\$2,423,858

Current Market Conditions

🛡️ **67%**

SUCCESS RATE

Of listings sold



60% 80%

🏠 **37%**

TOTAL HOMES UNDER CONTRACT

Of listings under contract

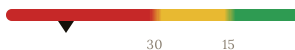


40% 60%

🕒 **48**

AVERAGE DAYS ON MARKET
(ACTIVE & PENDING)

Average days on market



30 15

📅 **100%**

UNDER CONTRACT (LAST 30 DAYS)

Of homes listed in the last 30 days went under contract



25% 40%

Pricing Strategy: Conservative, based on current buyer's market, however **100%** of homes listed in the last 30 days went under contract, so well-priced homes in good condition are selling.

Preview

Public within two days of signing — Zillow, Homes.com, Samson. Buyers control this market, so the home previews at the same threshold under Customary Value it goes live at.

Preview Price

\$2,149,999

Coming Soon

If no contracts, Coming Soon pricing. Live on the MLS with full photography and marketing. The first threshold under Customary Value.

Coming Soon Price

\$2,149,999

The Launch

If no contracts, Launch pricing. First-week showings set the Active Launch Price.

5 or more showings

Hold position

\$2,149,999

Fewer than 5

Move to the next buyer pool

\$2,099,999

Fewer than 3, market against

A further adjustment

\$2,049,999

Reality Check

If this home appreciated at the rate of inflation (30.17%) since the pandemic, the value would be:

Value based on inflation

\$1,815,000

Regardless of the list price, the Buyer Portal promotes the Customary and Premium Values and the home's amenities.

What Buyers See!

THE CASEY SAMSON TEAM – TRACK RECORD COMPARISON

\$89,443,591 IN TOTAL VOLUME – TEAM	97% SUCCESS RATE (36 OF 37 LISTINGS) – CASEY	6.0 AVG DAYS ON MARKET (BEST 90%, 31 OF 34) – CASEY	102.3% OF ORIGINAL LIST PRICE – CASEY	82% SOLD IN THE FIRST WEEK (28 OF 34) – CASEY	68% SOLD ABOVE LIST PRICE (23 OF 34) – CASEY
LOCAL COMPETITION	67% SUCCESS RATE (10 OF 15 LISTINGS)	70.1 AVG DAYS ON MARKET (10 NOW LISTED)	100.3% OF ORIGINAL LIST	60% FIRST WEEK (6 OF 10)	40% ABOVE LIST (4 OF 10)

ADDRESS	CITY	DOM	ORIGINAL LIST	SALE PRICE	OVER ASKING
1221 Riley Preserve Ct	Great Falls	45	\$3,500,000	\$3,300,000	\$-200,000
1374 Tate Modern Ln	Great Falls	1	\$3,025,000	\$3,025,000	+\$0
900 Park St SE	Vienna	15	\$3,000,000	\$3,000,000	+\$0
445 Orchard St NW	Vienna	5	\$2,250,000	\$2,360,000	+\$110,000
502 Spring St SE	Vienna	0	\$2,150,000	\$2,250,000	+\$100,000
509 John Marshall Dr NE	Vienna	7	\$2,250,000	\$2,250,000	+\$0
9932 Clearfield Ave	Vienna	7	\$2,149,900	\$2,210,000	+\$60,100
15271 Riding Club Dr	Haymarket	7	\$2,150,000	\$2,150,000	+\$0
1007 Ware St SW	Vienna	7	\$2,250,000	\$2,150,000	\$-100,000
1114 Ware St SW	Vienna	7	\$1,999,999	\$2,126,100	+\$126,101
1681 Drewlaine Dr	Vienna	7	\$1,999,000	\$2,050,000	+\$51,000
9222 Brian Dr	Vienna	9	\$1,999,000	\$2,050,000	+\$51,000
4362 High Ridge Rd	Haymarket	6	\$1,999,990	\$2,035,000	+\$35,010
42537 Iron Bit Pl	Chantilly	12	\$1,999,980	\$1,999,980	+\$0
14511 Presgrave Pl	Haymarket	9	\$1,999,900	\$1,999,900	+\$0
1601 Palm Springs Dr	Vienna	7	\$1,999,000	\$1,999,000	+\$0
1105 Lakewood Dr SW	Vienna	22	\$1,999,999	\$1,950,000	\$-49,999
10203 Cedar Pond Dr	Vienna	4	\$1,800,000	\$1,905,000	+\$105,000
120 Tapawingo Rd SW	Vienna	6	\$1,750,000	\$1,861,111	+\$111,111
15300 Riding Club Dr	Haymarket	3	\$1,899,900	\$1,855,000	\$-44,900
1608 Lupine Den Ct	Vienna	5	\$1,699,000	\$1,830,000	+\$131,000
3300 Lauren Oaks Ct	Oak Hill	6	\$1,750,000	\$1,830,000	+\$80,000
8404 Stonewall Dr	Vienna	7	\$1,799,000	\$1,830,000	+\$31,000
9709 Brookstone Ln	Vienna	3	\$1,799,000	\$1,825,000	+\$26,000
2156 Bonaventure Dr	Vienna	5	\$1,599,900	\$1,800,000	+\$200,100
25014 Dahlia Manor Pl	Aldie	5	\$1,749,980	\$1,770,000	+\$20,020
9010 Lupine Den Dr	Vienna	6	\$1,699,000	\$1,756,000	+\$57,000
2953 Bonds Ridge Ct	Oakton	4	\$1,750,000	\$1,750,000	+\$0
219 Idyllic Pl SE	Leesburg	16	\$1,799,980	\$1,750,000	\$-49,980
2715 Silkwood Ct	Oakton	5	\$1,699,000	\$1,741,500	+\$42,500
1424 Wynhurst Ln	Vienna	7	\$1,699,000	\$1,730,000	+\$31,000
41131 Hickory Hedge Pl	Aldie	4	\$1,699,980	\$1,725,000	+\$25,020
40637 Annabelle Glen Pl	Aldie	6	\$1,699,980	\$1,725,000	+\$25,020
11689 Heinz Ct	Oakton	3	\$1,699,000	\$1,700,000	+\$1,000
1507 Night Shade Ct	Vienna	6	\$1,450,000	\$1,675,000	+\$225,000
5954 Cody Spring Pl	Haymarket	1	\$1,650,000	\$1,650,000	+\$0
3501 Birdsboro Dr	Fairfax	5	\$1,650,000	\$1,635,000	\$-15,000
10215 Martinhoe Dr	Vienna	2	\$1,499,000	\$1,625,000	+\$126,000
24886 Dahlia Manor Pl	Aldie	0	\$1,499,980	\$1,600,000	+\$100,020
10102 Vale Rd	Vienna	15	\$1,599,000	\$1,600,000	+\$1,000
123 Hickory Cir SW	Vienna	4	\$1,499,000	\$1,560,000	+\$61,000
11732 Saddle Crescent Cir	Oakton	5	\$1,500,000	\$1,530,000	+\$30,000
930 Park St SE	Vienna	6	\$1,450,000	\$1,505,000	+\$55,000
10855 Weisiger Ln	Oakton	7	\$1,450,000	\$1,450,000	+\$0
1504 Night Shade Ct	Vienna	15	\$1,450,000	\$1,450,000	+\$0
41249 Bloomfield Hills Ct	Aldie	13	\$1,499,980	\$1,445,000	\$-54,980
1702 Landon Hill Rd	Vienna	5	\$1,450,000	\$1,430,000	\$-20,000